

**Jefferson County Economic Development  
Consortium  
Board of Directors Meeting  
July 11, 2012**



Meeting called to order at 8:37 am.

Board members present: Supervisors, Jim Schroeder, Augie Tietz, and Al Counsell Ron Krueger-City of Watertown, Tim Freitag-City of Jefferson, John Wilmet- City of Fort Atkinson, Steve Wilke- City of Lake Mills

Others Present: County Board Chairperson John Molinaro, James Romlein, , Lynn Forseth, Steve Cline, Merri Oxley, Janie Krohmer, Executive Director Dennis Heling and Administrative Assistant RoxAnne Witte.

**Certification of compliance with Open Meeting Law Requirements**

D. Heling certified compliance for the agenda dated July 11, 2012

**Citizen Comments**

None

**Presentation: Joint Effort Marketing Branding Phase Information**

Merri Oxley and Janie Krohmer gave a presentation updating the board on the Joint Effort Marketing grant that Jefferson County has received from the Department of Tourism. Discussion was held on what the next steps would be to continue the process to develop a branding image for Jefferson County.

**Minutes**

Tietz/Wilke moved to approve the minutes of the June 13, 2012 as presented. Motion carried.

**Communications**

None

**Directors Report**

Schroeder/Wilmet moved to accept the July 2012 Directors Report as submitted. Motion carried.

**Finance Report**

Tietz/Counsell moved to approve the June 30, 2012, Financial Report as submitted. Motion carried.

**Committee Reports**

**Tourism**

S.Cline updated the board on the following activities of the Jefferson County Tourism Committee:

1. The Jefferson County Tourism Guide has been delivered, approximately 5,000 copies still remain.
2. The Committee has joined a regional Tourism Group that consists of Milwaukee, Racine and Rock County area.

**Future Agenda Items**

Brownfield Grant Application

**Upcoming Meetings**

JCEDC Board of Directors, August 8, 2012 8:30 am, UW Extension/Workforce Development Building, Rm 12, Jefferson

**Adjournment**

There being no further business for consideration, motion by Wilke/Wilmet adjourn. Meeting adjourned at 9:30 am

Respectfully submitted,

RoxAnne Witte, Recording Secretary